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I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (703)872-9306.

Date: 5.20.04

By: Laurie A. Torres  
Laurie A. Torres

**Mail Stop RCE**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In Re: Patent Application of**

Conf. No.: 3450 : Group Art Unit: 2616  
Appln. No.: 09/658,204 : Examiner: Usha Raman  
Filing Date: 08 September 2000 : Att'y. Docket No.: T723-00  
Title: Targeted Advertising Through Electronic Program Guide

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AFTER FINAL REQUEST FOR CONTINUED EXAMINATION UNDER 37.C.F.R.1.114**

This is a request under 37 CFR 1.114 for continued examination (RCE) of the above identified application in response to the Final Office Action dated January 26, 2005. Enclosed are the following in support of the RCE under C.F.R. 1.114:

- ☒ An Amendment/Request for Reconsideration.
- ☒ A Petition for Extension of Time (one month) to May 26, 2005 for the pending application.

The following fees are enclosed:

- ☒ RCE fee of \$790.00 required under 37 C.F.R. 1.17(e)
- ☒ Extension of Time fee in the amount of \$120.00

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					SMALL ENTITY		LARGE ENTITY	
	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NO. PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE	ADDIT. FEE	RATE	ADDIT. FEE
TOTAL	55	(-)	Or 20	0	x 25		x 50	\$0
INDEP.	4	(-)	Or 3	0	x100		x200	\$0
[ ] 1 <sup>st</sup> PRESENTATION OF MULTIPLE DEPENDENT CLAIMS					+\$140		+\$280	
					TOTAL		TOTAL	\$0

☒ The Commissioner is hereby authorized to charge and/or credit Deposit Account No. **501535** as noted below. A duplicate of this sheet is enclosed.

- ☒ Any overpayments or deficiencies in the above calculated fee(s).
- ☒ RCE fee in the amount of \$790.00.
- ☒ Extension fee in the amount of \$120.00.
- ☒ Any additional fees required under 37 C.F.R. §§ 1.16 or 1.17.
- ☒ In the event that a Petition for Extension of Time is required, but not enclosed, please charge any extension fee under 37 C.F.R. § 1.136(a) to the Deposit Account noted above.

**CORRESPONDENCE ADDRESS**

*Charles A. Eldering*

Date: May 20, 2005

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